PRODUCT Final size: 105" x 88.25" Frame Face: 80" x 88.25" This is the size of the front of the frame. Stitch Lines: 76" x 84.25" 101" x 84.25" This is where the stitch for the 2" velcro is. Safety: 75" x 83.25" 9.5" x 83.25" Keep critical graphics and text within this area to avoid stitch. Bleed: 109" x 92.25" To ensure the graphic is finished properly provide at 1.0 least 2" bleed beyond the graphic's finished size. <u>'-----</u>' !